



Fome-Craft
CORPORATION

•STYROFOAM FABRICATORS
•CHRISTMAS DECORATIONS
•ALUMINUM TREES
•CRAFT PRODUCTS

Phone 804/393-1003

830 Broad Street
Portsmouth, Va. 23707

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10/29/79

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Dear Bob,

Enclosed please find me renewal check for \$5.00 for continuing my subscription. I have been so busy that I have not had time to read the last few issues. In so doing yesterday I ran across your survey the answers are

1. yes.
2. yes
3. yes

Model BPA 1100

Serial # ~~55439~~

My original serial # was much lower as I received my first unit from J.D. & P. and it had an intermittent pattern cut off & Bally exchanged the unit for me

I have been using the Bally unit as a premium and also a gift for buyers etc. Doubtless to say, everyone is very disappointed with the way Bally has handled the promotional and advertising promises. I spoke with Mr. Peiman at Bally a couple of weeks ago. After a lengthy discussion that left me very disappointed I concluded from his conversation that we are running into a dead end on their continuing the development of software and the marketing of additional hardware. In fact using the F.C.C. ruling as a reason he gave me the impression that the chances were less than 50% of continuing with the program. In fact he stated that the final decision

over.

on the fate of the Bally program would be made in January. He stated that Pinball would be out shortly (chips were in) and one more game cartridge (I think dragrace?) was being finished, after that nothing else was yet in production. He stated if nothing else comes out, at least we have a Teriffic computer game. The tone of his conversation left me with little hope that Bally will continue the program. Bally is falling further and further behind (companies like Atari + Mattel, Apple + Radio Shack etc. I suggested that they make a deal with one of the other manufacturers to interface the unit since that manufacturer might realize a great deal of business from the Bally Buffs. He said that this was under consideration. If Bally does not continue with their program (Neuman stated reasons of not enough units sold, losses due to defective parts etc) I believe they have used deceptive advertising. Unfortunately for us the F.C.C. might provide them with a convenient way out. I and my associates who have the unit feel if the program dies that we would like to return the units for a refund + get another Brand of computer. Of course Bally will not go for this, but I wonder if there might be some sort of class action that could be taken? Do other Bally Buffs feel as I do?

Sincerely
Larry Schmitt